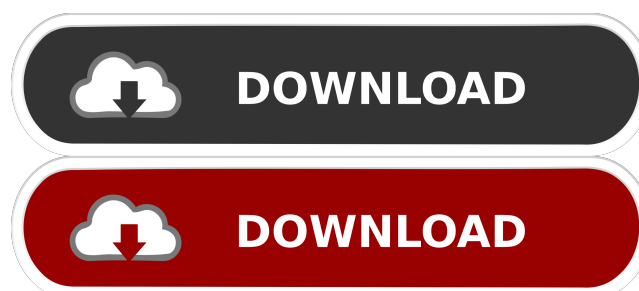

Entrepreneurship A South African Perspective Downlaod (epub) Book Rar Download Full Version

19 February, 2013. Entrepreneurship : a South African perspective I shall set out to argue that our vulnerability to market failure depends not on the perniciousness of the business sector itself, but on our inability to generate an entrepreneurial culture at the fundamental level of our society. This book is the outcome of my work as an Academic Tutor in Enterprise Development at one of the leading business schools in South Africa. As a tutor, I use my training as a social anthropologist and my experience as a businessperson to encourage students in the classroom. I also organize educational workshops, such as a course on business intelligence at a local university. I write this book to show my graduate students that getting to the root of the problem lies not in encouraging entrepreneurial zeal and risk-taking behaviour, but in addressing the deep flaws in our social fabric and institutions that prevent people from thinking of entrepreneurial opportunity. The book can be used as a textbook in university courses in Entrepreneurship or for courses in Entrepreneurial Management or other courses on business and social research. I shall also encourage the reader to play the role of a university lecturer in the making, or to help other businesses to develop through my business consultancy, which is called SRB Business Consultancy.

Entrepreneurship a South African Perspective (Paperback) Entrepreneurship : a South African perspective 4. What Is Entrepreneurialism? 4.1: What Is Entrepreneurialism? When I use the term entrepreneurialism I am referring to a concept that can be described as being an individual's innate desire to create a new idea into a business opportunity and having the courage and confidence to turn that idea into a commercially viable, working enterprise. The entrepreneur's ideas are not generated only from the brain. By the very nature of the cultural make-up of a country the entrepreneurial spirit is expected to have two attributes: it must start at the bottom of society and must operate at the highest level of society. An entrepreneur has to embrace certain basic social attitudes, which lead him or her to feel morally certain that the needs of the public are their own primary needs and that the best expression of that idea is the product that the entrepreneur produces or has produced. He or she knows that the society does not care about the standard of living of those that are not able to meet their own needs. They know that those who do not need to work should



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